

## CLAIMS

What is claimed is:

1. A display for supporting and displaying golf clubs, the golf clubs being supported by a head of the golf club such that a shaft of the club is oriented downwardly, the display comprising:
  - a support member; and
  - at least one cradle mounted to the support member, the cradle having first and second upwardly curving arcuate support arms separated from one another by a trough, each of the support arms defining an uppermost portion with the trough between the support arms, the cradle configured such that the support arm uppermost portions are non-linear relative to one another through the trough,
  - wherein the golf club is positioned in the cradle resting against the support arms and with the shaft extending downwardly from about the trough.
2. The display in accordance with claim 1 wherein the cradle is reversible and is formed having mirror image first and second support arms and a mirror image trough on an opposing side of the cradle.
3. The display in accordance with claim 2 wherein the cradle is formed such that a side of the cradle is configured for supporting a left-handed club and wherein the opposing side of the cradle is configured for supporting a right-handed club.
4. The display in accordance with claim 3 wherein the cradle is movable about the support member for switching the cradle from a right-handed club support to a left-handed club support.
5. The display in accordance with claim 1 including a peak defined between the first and second upwardly curving arcuate support arms in the trough, and wherein when a club is positioned in the cradle, the club rests on the peak and against the support arms.

6. The display in accordance with claim 1 wherein the support arms are formed as a plurality of ribs extending from a spine.

7. The display in accordance with claim 6 wherein the ribs are formed generally transverse to the spine.

8. The display in accordance with claim 3 wherein the support member includes a rod and wherein the cradle includes a bore configured for receipt of the rod, the cradle being pivotable about the rod for reversing the rod between the left-handed club supporting position and the right-handed club supporting position.

9. The display in accordance with claim 1 wherein the support member is configured for receipt of a plurality of cradles mounted thereto in alignment with one another.

10. The display in accordance with claim 9 wherein the support member includes a rod and wherein the plurality of cradles are mounted to the rod.

11. The display in accordance with claim 10 wherein each of the plurality of cradles is pivotable about the rod independent of each other cradle.

12. The display in accordance with claim 1 wherein a line between the support arms and through the trough is formed with an angle at the trough of about 90 degrees to about 120 degrees.